

ORDER



Orders	Order / Rev:	105822	Alt Order #:	06844909	Product Desc:	PAT MAJORITY USA	Estimate:	1656	Primary AE:	Amy McCreary
	Flight Dates:	08/23/12 - 08/30/12	Original Date / Rev:	08/22/12 / 08/23/12	Order Type:	GENERAL	Sales Office:	BLPHI	Sales Region:	National
Agency	Name:	Waterfront Strategies			Billing Type:	Cash				
	Buying Contact:				Billing Calendar:	Broadcast				
	Billing Contact:	1010 Wisconsin Ave. NW Washington, DC 20007			Billing Cycle:	EOM/EOC				
Advertiser	Name:	Patriot Majority - Revised			Agency Commission:	15%				
	Demographic:	A35+			New Business Thru:					
	Product Codes:	PLI1			Order Separation:	00:08:00				
	Priority:	1			Advertiser External ID:					
	Revenue Codes:	POLITICAL/AGY, PISSTUE, GEN			Agency External ID:					

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	25	\$20,425.00	\$17,361.25
08/27/12	08/30/12	54	\$50,375.00	\$42,818.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	25	\$20,425.00	\$17,361.25	0.00
September 2012	54	\$50,375.00	\$42,818.75	0.00
Totals	79	\$70,800.00	\$60,180.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	39%	\$70,800.00
Market	100%	\$181,538.46

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	9%	\$16,338.46
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	21%	\$38,123.08
KTUD	1%	\$1,815.38
KVVU	20%	\$36,307.69
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$18,153.85

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/23/12	08/29/12	Wake Up Early w/ Wagners		430a-5a	MTWT--S	:30	3	\$200.00	1	0.00	NM	3	\$600.00

WAKE UP EARLY W/THE WAGNERS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev#: 105822
 Alt Order #: 06844909
 Flight Dates: 08/23/12 - 08/30/12

Advertiser: Patriot Majority
 Product Desc: PAT MAJORITY USA
 Estimate: 1656

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/23/12	08/29/12	Wake Up Early w/ Wagners	CM	430a-5a	MTWTF--S	:30	3	\$200.001	0.00	NM		3	\$600.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12 08/29/12 MTWTF--S 3 \$200.00 0.00															
E 2	KSNV	08/30/12	08/30/12	Wake Up Early w/ Wagners	CM	430a-5a	---T---	:30	1	\$200.001	0.00	NM		1	\$200.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/30/12 09/05/12 ---T--- 1 \$200.00 0.00															
E 3	KSNV	08/25/12	08/25/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.001	0.00	NM		1	\$350.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 -----S- 1 \$350.00 0.00															
E 4	KSNV	08/26/12	08/26/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.001	0.00	NM		1	\$625.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 -----S 1 \$625.00 0.00															
E 5	KSNV	08/23/12	08/29/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$600.001	0.00	NM		5	\$3,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12 08/29/12 MTWTF-- 5 \$600.00 0.00															
E 6	KSNV	08/30/12	08/30/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	---T---	:30	1	\$600.001	0.00	NM		1	\$600.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/30/12 09/05/12 ---T--- 1 \$600.00 0.00															
E 7	KSNV	08/23/12	08/29/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$1,000.001	0.00	NM		5	\$5,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12 08/29/12 MTWTF-- 5 \$1,000.00 0.00															
E 8	KSNV	08/25/12	08/25/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.001	0.00	NM		1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 -----S- 1 \$625.00 0.00															
E 9	KSNV	08/26/12	08/26/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.001	0.00	NM		1	\$500.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 -----S 1 \$500.00 0.00															
E 10	KSNV	08/23/12	08/29/12	Today Show	CM	658a-9am	MTWTF--	:30	4	\$1,500.001	0.00	NM		4	\$6,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12 08/29/12 MTWTF-- 4 \$1,500.00 0.00															
E 11	KSNV	08/30/12	08/30/12	Today Show	CM	658a-9am	---T---	:30	1	\$1,500.001	0.00	NM		1	\$1,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/30/12 09/05/12 ---T--- 1 \$1,500.00 0.00															
E 12	KSNV	08/23/12	08/29/12	M-F Today Show II	CM	9-10a	MTWTF--	:30	4	\$900.001	0.00	NM		4	\$3,600.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/23/12 08/29/12 MTWTF-- 4 \$900.00 0.00															
E 13	KSNV	08/23/12	08/29/12		CM	11am-12pm	MTWTF--	:30	3	\$325.001	0.00	NM		3	\$975.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Wknd Wheel of Fortune SAT/ Wheel of Fortune															
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		1	\$500.00			0.00					
E 26	KSNV	08/23/12	08/29/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	2	\$1,300.001	0.00	NM		2	\$2,600.00
M-F Wheel of Fortune															
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	MTWTF--		2	\$1,300.00			0.00					
E 27	KSNV	08/30/12	08/30/12	M-F Wheel	CM	7-730pm	---T---	:30	1	\$1,300.001	0.00	NM		1	\$1,300.00
M-F Wheel of Fortune															
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/30/12	09/05/12	---T---		1	\$1,300.00			0.00					
E 28	KSNV	08/23/12	08/29/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	3	\$1,300.001	0.00	NM		3	\$3,900.00
M-F Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	MTWTF--		3	\$1,300.00			0.00					
E 29	KSNV	08/28/12	08/28/12	Tues PR 8-10p	CM	8-10pm	-T-----	:30	1	\$4,000.001	0.00	NM		1	\$4,000.00
Tuesday Prime 8-10pm															
AMERICA'S GOT TALENT (O) 8/14-9/4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-----		1	\$4,000.00			0.00					
E 30	KSNV	08/29/12	08/29/12	Wed PR 8-9p	CM	8-9pm	--W----	:30	1	\$2,400.001	0.00	NM		1	\$2,400.00
Wednesday Prime 8-9pm															
AMERICA'S GOT TALENT (R) 8/15-9/19															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--W----		1	\$2,400.00			0.00					
E 31	KSNV	08/27/12	08/27/12	Mon PR 8-9p	CM	8-9pm	M-----	:30	1	\$4,000.001	0.00	NM		1	\$4,000.00
Monday Prime 8-9pm															
AMERICA'S GOT TALENT (R) 8/20-8/27															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		1	\$4,000.00			0.00					
E 32	KSNV	08/25/12	08/25/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		1	\$1,100.00			0.00					
E 33	KSNV	08/26/12	08/26/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1	\$1,100.00			0.00					
E 34	KSNV	08/23/12	08/29/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	3	\$1,100.001	0.00	NM		3	\$3,300.00
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	MTWTF--		3	\$1,100.00			0.00					
E 35	KSNV	08/30/12	08/30/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/30/12	09/05/12	---T---		1	\$1,100.00			0.00					
E 36	KSNV	08/23/12	08/29/12	Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	3	\$750.001	0.00	NM		3	\$2,250.00
Late Night w/Fallon															
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	MTWTF--		3	\$750.00			0.00					
E 37	KSNV	08/30/12	08/30/12		CM	1135p-1237a	---T---	:30	1	\$750.001	0.00	NM		1	\$750.00

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Advertiser: Patriot Majority
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 Estimate: 1656

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Tonight Show															
Tonight Show															
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/30/12	09/05/12	---T---		1				\$750.00		0.00			
												Totals	79	\$70,800.00	